

# Rare Rockport Amazing Race & Tour

DATE: Thursday, August 14, 2025

LOCATION: Rockport, Texas, US

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## Event Description

Rare Rockport Amazing Race & Tour is a premier community event in Rockport. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** community

**Importance Rank:** 35/100

**Expected Attendance:** 171 people

**Event ID:** GUv5PCbY45KFZQ4Y4y

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 68 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*